

# Media Endorsement with Encompassed Brand Stimuli

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**Abstract**— To influence the organizational goal with a structured conversation thread through various channels will help optimize the corporates in preparation of the collective intelligence and more corporate reach. Corporate aversion for the Systematic participation and for enrichment of articulation will be provided in an in depth operation processing. Various proximity functionalities can be amassed with the help of engagements of incorporated industries and compositions provided by the system. Media and corporation will play important role as the distinctive platform can be used for various composition exposition which will provide the companies a base to reach and display the related business perception.

**Key words:** SDLC Model, JUnit, Encompassed Brand Stimuli

## I. INTRODUCTION

Supervision of Corporate strategy and the engagement activity that has to be undertaken for the Global study and enhancement will be provided by the system. That design of the platform is to provide a comprehensive communication so that various corporate collaboration can be achieved in terms of the understanding of strategic data and with regards to implementation of engagement activities. The system can be positioned in a way it is required with all automation rules and integrations requirements.



Fig. 1: social media can be used for different business perception

Diagram shows that how social media can be used for different business perceptions for example it can be used for earning more brand identity, to have a related business communicate, to have the references of optimization, to have different types of public relation mechanism, even helps to

design the strategies in terms of product design, helps to understand the behavior of the clients for better business planning etc.

## II. LITERATURE SURVEY EXISTING SYSTEM & PROPOSED SYSTEM

### A. Existing System:

Existing system is full of drawback due to multiple perception tools integration and the requirements of different expert researches to provide a detailed understanding about a particular associated knowledge.

Some of the problems that are faced in the existing system are listed below-

- Multiple stages of understanding and implementation is not possible from a single application
- In the existing system proper revision structuring is not provided in real time as the required information has to be analyzed on individual perception
- Synchronization between multiple activities is also not possible in the existing system
- Direct filtering and segregation of work is also not possible when the real time communication will be taken place on various platform

## III. PROPOSED SYSTEM

Some of the main points of the proposed system and listed below-

- Multiple requirements can now be fulfilled from a single login system where the business planning can also be Incorporated, business identity search can also be provided and at the same time the implemented communication can be achieved
- Multiple media channels can be added at one place in can be handled from one single login that will be quite flexible for the management
- System will provide automatically filtered information into multiple section through different social media to have more proper understanding
- The proposed system also provides a clear picture in terms of the information through different chart which again is customizable according to the perception requirements

A. Architecture:

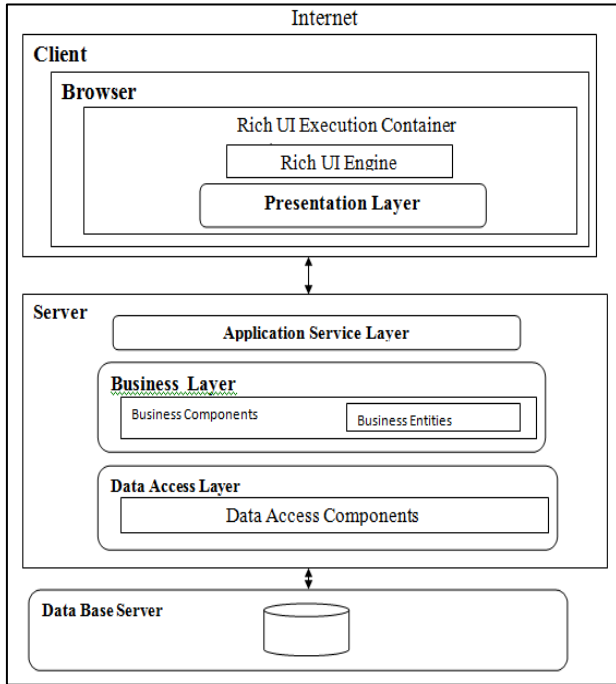


Fig. 2: Architecture Diagram.

It helps for system developers to understand and interact ideas about the structure of the project and user requirements that must be supported by the system that we are going to deploy. It helps in system planning to understand architecture and changes to be done. It divides functions and explains the hierarchical relationships among the functions and sub-functions. It basically describes basic structure of the project by dividing functional areas into different layers. It shows how projects system interacts with different users, external devices and services.

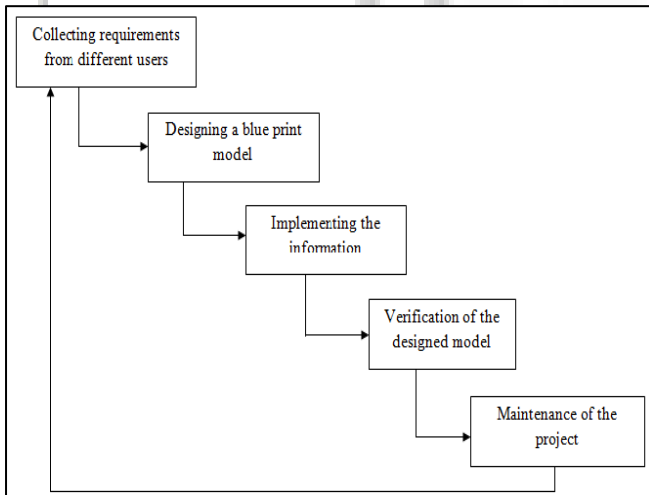


Fig. 3: SDLC Model

In this project it is suitable to use waterfall model so that the processing of the project is made easy and more effective for this kind of project. Initially all the related project information will be collected from different levels of users so that there will be different views of opinion from different users. These views will be grouped so that these can be implemented in the project. Then the information must be implemented based on the system and architecture design. Later verification must be done to make sure there is no

conflict between requirements and all the requirements are completely met. Maintenance plays an important role so that if any updates to be done there must be pop message to indicate it and make sure that the system functionalities are up to date.

IV. TOOLS AND TECHNOLOGY USED

A. JUnit

As we require a test driven development we will be using the framework for the Java programming language called Junit. Junit Framework will be used for running the tests and for writing. All the related tests that are required can be organized and managed. The color progress bar will be shown with respect to the green and red for the successful and fail you. Multiple annotations are provided for the test methods.

DFD diagram

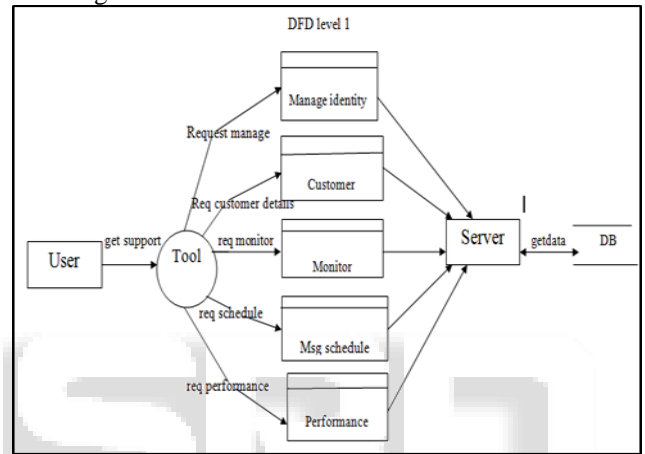


Fig. 3: DFD

Showing the user representations and interactions the use case diagram will be designed which will show the relationship between the users in different user cases. By designing the use case diagram we can show a high level view of the system that is proposed to be designed.

B. Advantages

- Well suited and efficient for large segments
- Code access not required.
- Clearly separates user's perspective from the developers perspective through visibly defined roles
- Large numbers of moderately skilled testers can test the application with no knowledge of implementation, programming language or operating systems.

V. CONCLUSION

The system is added with multiple platforms so that a direct control can be achieved for the communication in terms of the perspectives on a global scale. The system is also incorporated with a design representation system where all reflex required to be incorporated can be designed by the user itself. Multiple sections and types of information provision is provided for example if all the required new feeds are required to be monitored the system will provide the upgrades in one page for multiple media in the same fashion if individually the control has to be organized it can be intended. Multiple crusade launching can be optimized from a single system as all references are provided at one place.

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